SOFT CITY
A Conceptual Urban Intervention in Pink and Yellow.
NotebookLM

The Concept

Bringing organic softness to the rigid grid of New York.
A study in color, air, and volume designed to disrupt the grey skyline with warmth and optimism.

NotebookLM

Typology I: Floating Monuments

Reimagining industrial transport as mobile art. These segmented volumes traverse the harbor, turning the waterways into a moving exhibition visible from two boroughs.

NotebookLM

The Waterfront Experience

The river becomes a gallery. Massive, hollowed volumes interact with the skyline, framing the city through portals of saturated color.

NotebookLM

Architectural Whimsy

Playful facades. Transforming functional pier architecture into character-driven sculpture, where windows become eyes and walls become canvases.

NotebookLM

“Typology II: Encased Nature”
in Neue Haas Grotesk Display Bold
with tight tracking
“Preserving the ephemeral beauty of flora in suspended animation.
A traneparent barrier that protects delicate ecosystems from the urban grit.“
in Neue Haas Grotesk Text Regular with generous leading.
NotebookLM

Surreal Ecosystems

A surreal dialogue between the organic and the synthetic. The structures act as greenhouses, amplifying the vibrancy of nature through tinted lenses.

NotebookLM

Typology III: Elevated Forms

Softening the rugged peaks. Pillow-like interventions land on the highest points, creating a stark textural contrast against the ancient bedrock.

NotebookLM

The Summit

High-altitude installations. These sentinels overlook the urban sprawl, standing as silent, colorful guardians at the edge of the metropolis.

NotebookLM

Typology IV: Grounded Abstracts

Alien geometries landing in open pastures. The forms lose their architectural function and become pure sculptural objects resting on the grass.

NotebookLM

Reflection & Distortion

Mirrored surfaces invite the landscape into the sculpture. The surrounding fields are captured, distorted, and remixed within the metallic spheres.

NotebookLM

Typology V: The Interior

An overwhelming immersion of color and light. Inside the gallery, the ‘Soft City’ expands to fill every available inch of the void.

NotebookLM

Sculpting the Void

Spatial compression. Inflatables that challenge the boundaries of indoor architecture, squeezing through corridors and pressing against ceilings.

NotebookLM

Neue Haas Grotesk Display Bold: “The Human Scale”

Neue Haas Grotesk Text Regular: “A shift in perspective. Dwarfing the observer, the installation creates a landscape where the human form becomes secondary to the volume of color.”

NotebookLM

Conclusion

A vision for a brighter, softer city. Where the rigid lines of the metropolis surrender to the whimsy of imagination.

NotebookLM